

IMPUTED VARIABLE GENERATOR**ABSTRACT OF THE DISCLOSURE**

Disclosed are methods, media and systems for generating imputing
econometric variables from raw econometric data. A method for generating cleansed
5 initial dataset from corrected raw econometric data comprises inputting raw
econometric data, formatting and classifying the raw econometric, conducting an
initial error detection and correction, defining a store data set hierarchy, conducting a
second error detection and correction, defining product attributes and demand groups,
updating attribute information, defining equivalizing factors, conducting a third error
10 detection and correction, subsetting data to facilitate increased processing speeds,
conducting a fourth error detection and correction and outputting the cleansed initial
dataset. Another embodiment, capable of generating imputing econometric variables
from corrected raw econometric data comprises receiving the raw econometric data,
detecting errors in the raw econometric data, correcting the detected errors in the raw
15 econometric data to generate a cleansed initial dataset, and generating imputed
econometric variables using the cleansed initial dataset.